

Appl. No. 10/733,058
Amendment Dated November 12, 2009
Reply to Office Action of October 16, 2008

REMARKS

Applicant respectfully requests reconsideration of the prior art rejections set forth by the Examiner under 35 U.S.C. sections 102 and 103. Applicant respectfully submits that the prior art references of record, whether considered alone, or in combination, fail to either teach or suggest Applicant's presently claimed invention. Applicant has not amended the claims in response to the Examiners most recent rejections as no such amendment is appropriate.

Applicant notes that the presently claimed invention is directed to the physical structure of the roll of printing material having a release layer as would typically be found in the printing apparatus described in the instant application. Figure 12 illustrates the specific aspect of the invention as specified in independent claim 7. As shown in Figure 12 and as specified in independent claim 7, the majority of the roll of printing material only has cut portions extending in the feed direction for the roll of printing material. The portion of the printing material roll that has an image formed thereon as illustrated in Figure 12 additionally has cuts formed thereon extending perpendicular to the print feed direction. These lateral cuts are not pre-formed but are made only after the image has been applied to the printing material. Applicant respectfully submits that the prior art references cited by the Examiner fail to provide any teaching or suggestion whatsoever regarding this advance in the art.

More specifically, in contrast with the present invention, the prior art Hayama reference cited by the Examiner is directed to a much different printing apparatus wherein the image to be printed by the printing mechanism has a width that is greater than the width dimension of the printing material. Consequently, as described in the Hayama reference, portions of the overall image are printed in different sections of the printing medium and the separate sections of the

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printed medium are then subsequently combined to form a composite image that is comprised of each of the distinct image portions.

This contrasts sharply with the present invention that is directed to a precut printing roll that is conveniently stored as a roll of material in a printing apparatus wherein cuts are conveniently formed in a print feed direction of the roll shaped printing medium but lateral cuts are only formed after printing. Advantageously, cuts extending perpendicular to the print feed direction are not pre-formed but rather are generated after the printed image has been created. As described in the specification, this advantageously ensures that the rolled state of the print medium does not cause regions of the cuts which are made perpendicular to the feed direction to cause the paper to peel away from the release layer prematurely. As described in the instant application, by forming the cuts extending across the print feed direction after the image has been printed, a more reliable printing apparatus can easily be achieved and maintained because there is no concern for portions of the print roll from delaminating prior to printing.

Applicant's present invention is directed to a substantially different printing mechanism than that which is disclosed in the prior art cited by the Examiner. A person of ordinary skill and the art would not look to the teachings of the Hayama reference for overcoming the shortcomings and deficiencies of the prior roll shaped printing mediums wherein the cuts extending across or perpendicular to the print feed direction have already been made caused the premature release of the printing paper from the release layer. This is due to the fact that Hayama does not describe a system wherein images are formed of a predetermined size which would be amenable to precutting in a direction that is perpendicular to the print feed direction.

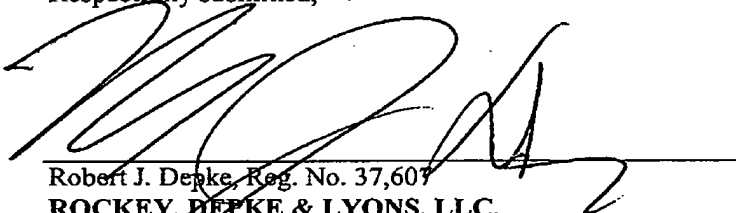
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Accordingly, Applicant submits that it is only the instant application which describes the advantages of maintaining cuts in a longitudinal direction or print feed direction but cuts for removing the image from the release layer which are made in a direction perpendicular to the print feed direction are not made until after the printing operation has occurred.

Accordingly, in light of the foregoing, Applicant's respectfully submit that all claims now stand in condition for allowance. In the event that it is deemed necessary, the Commissioner is hereby authorized to charge any fees due or to credit any overpayment to Deposit Account No. 50-3891.

Respectfully submitted,

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Robert J. Depke, Reg. No. 37,607
ROCKEY, DEPKE & LYONS, LLC.
233 S. Wacker Drive, Suite 5450
Chicago, Illinois 60606
Tel: (312) 277-2006
Attorneys for Applicant